

The Pharma Social Media Conference
11th May 2023
The Thistle Marble Arch Hotel, Bryanston St, Marylebone, London, W1H 7EH



Welcome to The Pharma Social Media Conference!

Official Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

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Registration, Informal Networking & GIC Welcome

08.30

Morning Co-Chairs' Opening Remarks

09.00

Jennie Medin
Global Head
Real World Science & Digital
AstraZeneca



Sameer Mistry
Senior Medical Director,
Global Medical Affairs Lead
GSK



Patient Engagement & Empowerment

09.10

Drive Engagement & Interaction With Patient-Centric & Compliant Social Strategies Which Effectively Inform & Support Patients With Transparent Collaboration Between Medical Associations & Patient Communities Alike

- Leverage social media to connect with patients, amplify their voices, foster empathy and demonstrate their needs as top priority to empower patients and drive engagement
- Hone your company's social listening capabilities to understand treatment concerns from a patient perspective, boost decision making around drug development, and improve the quality of support with timely and accessible information across touchpoints
- Utilise patient associations on social media to unravel pain points and ensure insights are actioned through close, silo-breaking internal collaboration between commercial, product and medical teams

Audrey Rousseau

Global Head of Corporate Affairs,
Digital Health & Digital Stakeholder Engagement
Sanofi



sanofi

Fresh Digital Strategies & Trends – Panel Discussion & Q&A

09.30

Stay Ahead Of The Curve! From AI Data Ontologies To Blockchain Horizon-Scanning, Identify Unmet Needs & Digital Innovation Game-Changers Which Add Real Value

- Leverage the latest technologies, AI, social channels and platforms to drive research and drug development, better patient outcomes, stakeholder management and business results
- Strengthen digital KPIs and de-mystify their value at C-suite level to turn social media comms, customer data platforms and more from nice-to-haves into critical business levers
- Find where social media activities sit within more traditional comms models to boost touch points in the broader business digital architecture, such as through webinars, virtual events and educational content, extending your reach *and* your budget impact
- Explore how the Metaverse, blockchain and future networks will expand and evolve social media communities, disrupt compliance, and create new opportunities for pharma to target their audiences

Promit Roy
Associate Director, Innovation
(Business Operations & Innovation)
Novartis



Sarah (Mewton) Heming
Public Affairs & Communications Director,
Northern Europe Cluster
Zoetis UK



Sonia Houston Pichardo (PhD, EMBA)
Product Supporter of MyStudyWindow.com
Boehringer Ingelheim



Jackie Cuyvers
CEO & Co-Founder
Convosphere



Using NLP to Scale Social Intelligence and Drive Patient-Centric Insights

10.00

- In today's market, a large percentage of life-sciences companies tend to conduct social listening on a de-centralized, ad-hoc basis.
- Conducting proactive enterprise-wide social intelligence can drive patient-centricity in research and commercialization programs, thereby disbursing the value of social insights across a range of audiences within pharma.
- Learn more about how advanced-NLP based social intelligence provides an optimum configuration of components to drive long term value including data procurement, technology, visualization, in-depth insights, and digital pharmacovigilance.

Tanmay Saraykar
Director, Offering Management,
SMI Product Mgmt.
IQVIA



Measuring Impact & ROI

10.15

Prove Value By Showcasing A Solid Case For Continued Investment With Metrics & Measurement Tools Which Demonstrate ROI From Digital Strategies & Social Media

- Connect social media with real world data and evidence by analysing traction and outputs across your channels and determining how it's tactically adding value to the wider business marketing strategy
- Track URLs, impressions, and click-throughs to demonstrate real impact on HCP engagement between social media channels and other offline sources to guarantee future investments
- Move beyond the standard metrics to discover the real impact your social has had by tracking which KPIs have been successfully met and proven demonstrable ROI
- Timed posts to increase engagement? Videos versus imagery? Social listening? Sentiment analysis? Explore the best insights across Pharma today to benchmark the commercial impact of your social and build a robust case for future support and investment

Juan Carlos Portasany
Associate Marketing
Director Cardiovascular
Bristol Myers Squibb



 Bristol Myers Squibb

Morning Refreshment Break With Informal Networking

10.35

What Does “Influencer” Really Mean? Creating A Blueprint Of Patient Collaboration

11.05

Patient centricity has been a hot topic for a number of years, however do we really think it goes far enough? What happens when we truly collaborate with patients?

In the post-pandemic world, the influence and voice of people living with all kinds of conditions has never been stronger. The team from Evoke Mind+Matter will show you how you could create a blueprint to maximise patient's influence across your organisation and provide you with their top 5 tips of how to empower the patient influencer movement, redefine collaboration and explore how, when done right, both pharma and patients can work together to harness its power to achieve great results.

Kesha Tansey
Client Director
Evoke



Chris Russell
Digital Associate Director
Evoke



Engaging HCPs – Dual Perspective

11.20

Elevate Pharma-HCP Relationships Beyond Sales By Skyrocketing Engagement Levels With Targeted, Tailored & Value-Adding Social Strategies

- As the ease of access to information digitally continues to increase, decipher exactly what HCPs are looking for and expecting online, and what drives them to look for drug, disease, and medical information on social
- Build a strong and collaborative relationship between medical and marketing colleagues and forge close ties with patient associations, medical societies and DOLs to be present, listening and actively impacting where there is the greatest community and comms exchange
- Effectively train and support HCPs to support the public with medically approved and scientifically driven information and content across socials to counter misinformation and fake facts

11.20

Anastasia Roshchina
Head Of Marketing,
Med. Islands, Balkans, Baltics, CIS
Haleon



11.40

Pawel Marciniak
Senior Digital Data & IT Lead
Novo Nordisk



Navigating Regulations

12.00

Prioritise Compliance & Effectively Navigate Ever-Changing Regulatory Frameworks To Truly Maximise The Potential & Value Of Social Media

- Overcome the obstacles of innovating within an ever-changing and adapting regulatory framework, with clear and meaningful comms which holds integrity to the clinical science and the code of conduct
- Build upon internal relationships with legal, medical and regulatory professionals to instil a common understanding of the guidelines whilst keeping social communications impactful, creative and engaging
- Can a smooth approvals process exist within pharma compliance? Better collaborate to secure targeted social comms and marketing across regional and global teams with a content calendar and sign off process that you can rely on

Mary Hinks-Edwards
Director,
Global Specialty Communications
GSK



GSK

Customer Engagement – Panel Discussion & Q&A

12.20

Power Truly Customer-Centric Social Media By Translating Critical Customer Data Into Actionable Insights For Consistent, Tailored & Impactful Engagement Strategies

- Integrate audience-appropriate strategies which recognise the different needs and targets for patients, HCPs, scientists, policy makers and stakeholders to drive and deliver increased engagement across the board
- Reflect the rapidly increasing adoption of social and prepare for the influx of digital native generations by expanding social media resources, improving maturity in customer alignment, geo-targeting, follow-up targeting, personalisation and more
- Be bold and direct! How can pharma avoid promotion pitfalls yet increase interactivity with customers, promote two-way spaces and emerge through the noise to drive engagement levels?
- Get the balance right between organic content, paid posts and social listening activities to improve HCP journeys, understand your customer segmentations and build active communities around disease areas, treatments, and medical devices

Ahsan Shamim
Head of Digital & Business Operations
MSD Norway



Jost Leemhuis
Safety Science Partner &
Global Business Lead
Roche



Jayesh Bhenswala
Brand Lead, Oncology
Ipsen



Shuhei Kataoka
Director of Public Policy & Strategy
MSD Japan



Internal Buy-In

13.00

Win Over Reluctant Stakeholders, Secure Internal Buy-In & Drive Business-Wide Support For Social & Digital To Overcome Risk Aversity & Embed Social Into The Heart Of Your Engagement Strategies

- Set out a business-enhancing vision with clear and achievable success criteria utilising social media activity for specific company goals and secure c-suite and cross-departmental backing
- Map out internal influences and reach out to key stakeholders to guarantee their backing with a solid case to prove social media ROI and align with wider business goals
- Stress the paradigm shift around value for pharma shareholders in the digital era, including social media's new role to turn a willingness to listen into an appetite for change
- Secure the technical capabilities to execute on content and set in place efficient approvals processes for strategic alignment across marketing, communications, legal and medical teams

Jaime Manzanera Gómez
EMEA Brand Director Oncology
Eisai



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Lunch & Informal Networking For Speakers, Delegates & Partners

13.20

Informal Peer-To-Peer Discussions

13.50

A) Fake News & Reputation Management

Andrea Riepe
Global Head of Issue & Crisis Management
Reckitt



B) TikTok

C) Facebook

D) Instagram

E) YouTube

F) Metaverse

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Afternoon Chair's Opening Remarks

14.20

Jost Leemhuis
Safety Science Partner &
Global Business Lead
Roche



Winning Content – Panel Discussion & Q&A

14.30

Produce Consistently Compelling, Creative & Captivating Content To Fuel Engagement & Maximise Impact With Your Target Audiences

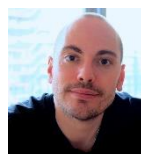
- Develop your internal resources and streamline approval processes to fast-track innovative content ideas and enhance your reputation as a leading pharma brand and a passionate partner in healthcare
- What are the limits to promotional and non-promotional content, and which channels and methods can be used to share progress?
- Explore modular content for executing comms compliantly and at scale for HCP and patient communities, while taking steps to keep messaging relevant, up-to-date and effective
- Instagram, TikTok, Facebook... embrace strong visuals and impactful videos to tell stories that stand out from the “sea of sameness”, and leverage the extra scope of OTC products to show off your creativity and deliver results

François Franco
Associate Director –
International Strategic Marketing
Allergan Aesthetics



Allergan
Aesthetics
an AbbVie company

Luke Mircea-Willats
Senior Director,
International Communications
Moderna



moderna

Dr Felix Jackson
Medical Director and Founder
medDigital



medDigital

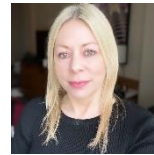
Twitter – Platform Perspective

15.00

Unlocking The Power Of Twitter To Drive Impactful HCP Engagement

From advisory boards with medical professionals on privacy, transparency challenges and more to designing fit-for-purpose platform content, explore how 'the Bird' is still critical to the rapidly accelerating social media evolution with pharma and healthcare today.

Karina Morley
Global Head of External Scientific Affairs
AstraZeneca



LinkedIn – Platform Perspective

15.20

Stand Out From The Crowd With Precise Targeting & Effective Outreach With HCPs, Patients & Key Healthcare Stakeholders On LinkedIn

Develop HCP, patient and stakeholder engagement and more by reaping the rewards LinkedIn offers, including harnessing live events and understanding generational factors to maximise impact with key audiences.

Filipe La Feria
Social Media Manager
Roche



Afternoon Refreshment Break With Informal Networking

15.40

Next-Level Omnichannel Social Media Strategies

16.10

Optimise All Touchpoints, Fuel Business Growth & Skyrocket Engagement With A Seamless, Impactful & Refreshed Omnichannel Strategy

- Determine each social platform's capabilities and match them to the key demographics to set clear objectives and KPIs which can unlock C-suite confidence and secure buy-in
- From awareness raising activities and patient-centric videos to targeting HCP traffic with virtual event offers and key landing pages... transform platform footholds into engagement hubs for next-level customer interaction across the board
- Decipher user behaviour on different social channels in order to design fresh and relevant content, fit-for-purpose to expand your reach, click-rate and conversions
- Maximise resources locally and globally to fast-track your approvals processes, leverage modular content and prepare content calendars in advance to strike the right chords when it matters
- New platforms, influencer marketing and changing guidelines... as the social media landscape evolves, how can pharma keep up?

Natalie Ziegler
Head of Marketing Consumer Healthcare
Chiesi Deutschland



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Fake News & Reputation Management

16.30

Overexposed To Conflicting Or False Information During The COVID Outbreak – What Have We Learned & What Will We Do Differently?

Focusing on the power of social media, Andrea, Global Head of Issue & Crisis Management for Reckitt, explores best practices on crisis management & the role of communicators in combatting misinformation to protect better outcomes for the public, pharma & the healthcare community.

Andrea Riepe
Global Head of Issue & Crisis Management
Reckitt



Afternoon Chair's Closing Remarks & Official Close Of Conference

16.50